

THE QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



ANOTHER OLD TIME NEWSROOM PASSES

Telegraph Editor Joe Davis puts an overweight story on the scales just for a gag but the picture was taken in authentic farewell to one of the last of the colorful city rooms before the Atlanta Constitution moved to modern quarters. See editorial.

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THE QUILL

A Magazine for Writers, Editors and Publishers

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Let No Merit Be Overlooked

NOMINATIONS for Sigma Delta Chi's 1947 awards for distinguished achievement in journalism were invited in the last issue of *THE QUILL*. Since then further announcement of the categories and conditions of the annual competition have gone to newspapers, radio stations and journalism schools everywhere. In the time that remains before the March 1 deadline for entries, individual members of the fraternity can do their share in making this outstanding professional activity even more successful.

The quality of any competition is necessarily in ratio to the number and variety of competitors. Entries have grown more numerous each year since Sigma Delta Chi began making awards but the officers of the fraternity and the judges would be happy to have even more. Members who believe they have worthy entries—either their own or those of fellow workers—should see to it that they are submitted.

Individual support of the awards can be especially valuable in the smaller communities. The metropolitan press and radio are usually well aware of their own excellencies. They have promotion experts whose job it is to make sure no chance for honor to their employer is overlooked. Smaller newspapers and stations are likely to let their light remain hidden unless someone takes his boss firmly in hand.

For 1947 bronze medallions and certificates will be awarded for general reporting, editorial writing, editorial cartooning, both radio newswriting and radio reporting, Washington and foreign correspondence, news photography, research in journalism and courage in journalism. Entries should be sent to the Professional Awards Committee, Sigma Delta Chi, 35 East Wacker Drive, Chicago.

Our Cover—and Other City Rooms

THE QUILL will be forgiven, we trust, for starting a new year with a cover that looks backward. One of a series of pictures taken before the Atlanta Constitution left its old brick home for a streamlined new plant, it shows what many fledgling newspapermen may never see, a corner of an authentic old time city room. We liked it, perhaps because it reminded us of other newsrooms that are gone and of the men who worked in them.

The like of this picture is already as rare in larger cities, at least, as a rolltop desk in a business office

done by an interior decorator. We once knew a managing editor who filled one rolltop to the brim with stale press releases, unprinted editorials and unanswered letters. He solved his personal housing problem by bringing in another rolltop and working at the second one, much as a musical prodigy might play two pianos.

The wire service printer (it's hidden behind Joe Davis) and the cradle phone lend the few new touches to this picture from Atlanta. We liked another of the series even better. It showed City Editor Dupont Smith at his desk, blandly reading copy beneath a stuffed duck hung by fraying ropes that descended from the ceiling. But the dimensions of a magazine cover are inexorable. Any way we cropped that picture, we had to sacrifice either the city editor or the duck.

ONE does not need to be so very ancient to remember similar city rooms. Newspapers were among the last businesses to go modern in working quarters. Two decades ago, when LaSalle Street was already sending setback skyscrapers into the Chicago skyline, we worked in a newsroom only a block away that must have begun life as a sweatshop loft. Long and narrow, its two windows let in a little light late in the afternoon and a lot of noise all day long from the "L" trains just outside.

The copydesk in this newsroom, like the one on our cover, was wood. Its scarred surface was broken up by none of the partitions that divide so many desks like sections of a pie. One could sleep on it if he stayed out too late to go home to a suburb and not late enough to start an early trick. Our newsroom had no scales to weigh copy but on one long blank wall was a stain that legend dated back several more decades. A poet-reporter, it was said, had thrown a bottle of ink at a publisher—and missed.

The long narrow room had its ghosts, exorcised some years later, no doubt, when the building was razed to make way for a tax-paying parking lot. Some of them are still very lively as prosperous publicists or scenario writers. Others grew old and died in harness.

Newsrooms have gone steel and concrete and newspapermen have grown more like men who earn their living in other prosaic and comfortable offices. Soon the old newsroom will be forgotten as today's physicians, operating aseptically in modern amphitheatres, have forgotten the pre-Lister surgeons who gloried in their blood-stained frock coats. Probably it is a good thing—or does a magazine cover need a moral?

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Roy Roberts

Publisher Still Top Reporter

By HOWARD TURTLE

THIRTY-NINE years ago a big, red-faced reporter just out of the University of Kansas covered a bank robbery in Eudora, Kas., and sent a story about it to the *Kansas City Star*. His report was exciting and accurate, and the late George Longan, then city editor, called him by telephone at the old *Lawrence World*, where he worked.

"How would you like to have a job in Kansas City?" asked Longan.

"How much money?" asked the reporter.

"Eighteen dollars a week," said Longan.

"I'm already getting \$25 here!"

"How about \$22.50?"

"Is that as high as you can go?"

"That's it," said Longan.

"All right," said the young reporter, "I need some experience in a city. I'm losing money, but I'll take it."

Roy A. Roberts packed his bags and went to the *Star* as a sports reporter. Privately he told his friends he didn't intend to stay long. What he wanted, he said, was to "get me a small paper out in Kansas and go into politics."

THAT was in 1908, and for one reason or another he never bought that other paper. Every time he got ready to make a change, he was offered a promotion that made him change his mind.

One morning in the early part of last year, Roberts, whose huskiness as a youth had ballooned to more than 250 pounds at the age of 59, walked into the news room of the *Star*. He peeled off his wraps down to vest and shirt sleeves, slipped over behind the sport desk and ruffled Ernie Mehl's hair. Mehl, who has been familiar with this occurrence for years, looked across the desk to the sports editor, C. E. McBride, and said, "Mac, shall I get up and hit him?"

"No, I guess you'd better not," said McBride, "he's president of the company now."

Roberts had been named to the highest office on the paper, succeeding Earl McCollum, whose death occurred February 4, 1947. As president of the *Star*, Roberts is the head of a newspaper with 360,000 morning and 369,000 evening circulation, with a financial structure unique among large American dailies. The paper is owned entirely by its employees.

As president of the organization, and one of the most widely-known newspapermen in America, Roberts is constantly snowed under with work, yet he probably can be approached with more ease than any other executive of a large newspaper. To call on him is like paying a visit to the editor of the *Bingville Bugle*.

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IN SERIOUS MOOD—This line drawing of Roy A. Roberts is a favorite of the boss of the *Kansas City Star*, recently elected honorary president of Sigma Delta Chi. Usually the cameras catch the big, genial newspaperman in considerably less formal moments.

YOU go to the 3-story brown brick building at Eighteenth street and Grand Avenue in Kansas City, ride a slow elevator to the second floor, and step into the editorial department. It is all one room, half a block long, desks and typewriters everywhere, papers littering the green linoleum on the floor.

Leaving the elevator, you turn slightly to the right, and twenty yards ahead, at a flat-topped desk against the wall, sits Roy Roberts. He is occupying a massive but unpretentious leather-upholstered chair, and is chewing a cigar. His face is red, his eyes blue, his hair light-brown and plentiful. He is in shirt sleeves, four or five cigars stuck in his vest. He is talking to a visitor, nodding his head up and down for emphasis.

There is not a single secretary to take your name, nor a single vice-president to go through—the way is clear to Roberts, except for the others who are waiting, too. You can see them hovering around the office—reporters watching for a chance to show him a story; politicians talking to friends, throwing glances his way; a delegation of women from a school P.-T. A., waiting on an oak bench.

You move on over toward his desk, and if you're wise, you will walk right in when the previous visitor begins to rise.

If you don't, someone else will jump in ahead.

He mangles his cigar as he talks, gets down to points quickly, highlights his opinions with stories and anecdotes, and gives a visitor more information in five minutes than some executives can give in an hour.

ROY ROBERTS was born in Muscotah, Atchison County, Kansas, November 25, 1887, the son of a Congregational minister. While Roy was still in knee pants, his family moved to Lawrence, Kansas, and there his father died when he was 9. As a grade school boy, Roy got out and carried papers—the old *Lawrence World*, and the *Kansas City Star*—to help support the family.

He entered the University of Kansas at Lawrence in 1905, but had to drop out after the first semester because he ran out of money. He worked as a reporter at the *Lawrence World* until the next fall, then reentered the university and got started on a money-making program as a newspaper correspondent in connection with his studies.

By the time he was a senior at K. U., he was writing campus news for the *World*, was editor of the *Kansas*, uni-
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Publisher Remains Reporter

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versity paper, and was correspondent for the *Kansas City Star*, the *St. Louis Globe-Democrat*, the *Chicago Tribune*, and the *Topeka Capital*.

Some of his classmates and friends were Alf Landon, producer Brock Pemberton, and Jerome Beatty, the magazine writer.

Once he went with the basketball team to Columbia, Missouri, to cover a game with the University of Missouri, and the referee didn't show up. Coaches and players asked Roy to referee, so he did—he weighed a mere 180 pounds then.

He failed to win a degree at K. U., because of the credits he had missed in the semester he dropped out to earn money. When his class was graduated in 1908, Roy quit school and went to work for the *World*.

THREE years after he had moved to Kansas City, William Rockhill Nelson, founder of the *Star*, sent Roberts to Jefferson City to help the regular correspondent cover the Missouri legislature. "I was a Kansan," said Roy, "and I don't know why he picked me to do the job in Missouri unless he knew I could drink more beer than anyone in Jefferson City."

He soon knew everybody in the Missouri capital. His reputation began to grow as a political writer. His physical size also increased to huge proportions, and when he came into the Kansas City office to write a story, the two forefingers with which he hit the typewriter seemed about the size of broomhandles.

The typewriter rattled, the desk swayed, and the floor beneath seemed to jiggle. He hit the keys so hard that the type rammed clear through the paper and C. G. Wellington, now managing editor, says Roy's copy was perforated like the roll on a player piano. His stories were not perfect grammatically, but were interesting and informative. The copy desk fixed up the spelling. In 1915 the paper sent him to Washington.

When Roy arrived in the national capital, he had not yet acquired a wide reputation as a political writer. His colleagues at first were inclined to regard him as a country bumpkin. He soon won friends, however, by retorts such as he made one night in Berstenberger's saloon. He went up to the bar and overheard someone from behind say:

"There's the fat boy from Kansas."

He turned, a smile covering his red moon face, and said, "The fat boy from Kansas will buy the house a drink."

He's been buying 'em ever since.

ROY served a hitch in the army in the first World War, emerged a captain, returned to Washington and remained as chief of the *Star's* Washington bureau until 1928. He became a prolific, well-informed, readable writer.

"I never cared much for press conferences," he said, "I always liked to get my stuff out the back door."

Even before he went to Washington he covered the Bull Moose convention of 1912, and has attended and covered for the paper every national political convention of both parties since 1912. He went to Russia for six weeks in 1927, and climaxed his career as Washington correspondent by being elected president of the Gridiron Club.

After the death of August F. Seested,

ROY A. ROBERTS, honorary president of Sigma Delta Chi, needs no introduction as a professional and public figure. But The Quill wanted the fraternity at large to know the man and the newspaperman, so its editor asked C. G. Wellington, managing editor of the *Kansas City Star*, for a sketch of his boss.

Howard Turtle, a feature writer on the Sunday staff of the *Star*, wrote this profile of one of the most able—and popular—figures in American journalism. Now 35, Howard has been with the *Star* for eleven years, with four years out as a staff sergeant in the Fifth Armored Division.

From time to time he writes for national magazines when stories turn up in the Kansas City area. He has been represented in the *Saturday Evening Post*, *Collier's*, *Esquire* and *Reader's Digest*.

A Kansan from Salina, Howard was graduated in journalism from the university at Lawrence in 1934. His wife, the former Thelma Anderson of Nashville, Tenn., was secretary to Silliman Evans, publisher of the *Tennessean*.

president of the *Star*, in 1928, Roberts was elected managing editor, and returned to Kansas City from Washington. He has directed the news coverage of the paper since that time.

His first attention has been toward a complete service on important events in Kansas City and the world, but he has always emphasized the human interest side of journalism—the small, interesting things people do, the things which have no tremendous significance in history, but which have a universal appeal for the readers.

SIZE is the thing about Roy Roberts which first attracts strangers. Estimates of his weight run all the way up to 300 pounds. He believes that if he had started dieting as a young man, he could have kept his size down, but he has no regrets.

"I've enjoyed every pound of it," he says.

Distinguished as a trencherman at the Kansas City Club and the University Club, he likes thick steaks, charcoal broiled, medium rare. He likes hot biscuits, and baked potatoes with gobs of butter, black pepper and paprika.

"I like everything I shouldn't," he declares.

In 1941, Roy launched himself on a re-

ducing program of heroic proportions. He had to give up everything he liked to eat and drink. He lost his genial disposition, and his friends complained he wasn't his old self. Despite his misery, he stuck to the routine, but suffered a ruptured ear drum, sinus trouble and a ruptured appendix. It was the first time he had lost an hour from work because of illness in forty years.

When he got out of the University of Kansas Hospitals after the appendectomy, he decided to forget about the diet. He began eating and drinking as he always had before, and has felt very well ever since.

ROY ROBERTS' store of energy is enormous. After a day at the office which would have exhausted most men, he goes to the Kansas City Club, takes a steam bath, and is ready to start all over again. He was 60 years old last November 25, and he says the years are slowing him down—he now requires five hours' sleep a night.

One of his principal sentimental interests in his daughter, Kate, now Mrs. Hugh Smith of New York. Kansas City still recalls the circumstances of Kate's wedding, January 25, 1947. The *Star* had been shut down for eight days (first time in its sixty-six year history) by a pressmen's strike. Roberts had no paper to put his own daughter's picture in, so he carried her photograph around to show friends.

Worried about the strike, engaged in endless conferences, and with the telephone ringing at all hours of the day and night, Roy had been virtually sleepless for a week before the ceremony. Wedding guests, arriving in full dress, wondered if he would be able to go through with his part of the wedding.

The colorful crowd almost filled the cathedral. Flowers banked the front of the nave. The Memorial Boy Choir marched, singing, down the aisle, and the organist struck up the wedding march.

The crowd of several hundred stood, and heads turned toward the rear. With his smiling daughter on his arm, and with tears of pride on his cheeks, Roy Roberts plowed down the center aisle like the Queen Mary putting out to sea. Showing no signs of the strain he had been under, he gave the bride away, shook hands jovially with hundreds at a Country Club reception, and next day turned back to the work which ended in settlement of the strike.

HIS recent election as national honorary president of Sigma Delta Chi is only one of the many professional honors and responsibilities that have come Roy Roberts' way. He was chairman of the OWI advisory committee in wartime. He is a director of the *Associated Press* and has been president of the American Society of Newspaper Editors and a member of the Pulitzer Prize committee.

Several times a year Roy goes back to Washington and writes a series of three or four articles on national and international affairs which are widely reprinted after they appear in *The Star*. They retain the old-time punch, and stamp him as still one of the best newspaper reporters in the country.

In the composition of these articles in recent years he has given up battering the typewriter himself, and dictates the material as fast as his secretary, Miss Thelma Hubbard, can take it down.

"Miss Hubbard," he says, "is my grammarian, my stylist, and my speller, and she cuts out the cuss words."

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CAMPUS STAFF BOILS IT DOWN—News room scene at Minnesota Daily. Left to right—Steve Alnes (standing), assistant city editor; Chuck Preston, managing editor; Thomas J. Foley, city editor and author of this article; Bob Jensen, editor-in-chief; Wes Yohn, sports copyreader; Helen Huset (in plaid dress), reporter, and in the slot, Bill Shore, assistant copy editor. Preston, Foley and Jensen are Sigma Delta Chi.

Readability on Campus

Minnesota Daily Uses Radio Style

By THOMAS J. FOLEY

JUST how much influence radio news style has had on newspapers has been debated a long time. There's one paper in the country, however, that says this influence is great.

The *Minnesota Daily*, the University of Minnesota's campus newspaper, is going whole hog for a radio news style of writing. The *Daily* isn't the first newspaper to employ the radio news principles, but it believes it is the first to carry them to any great degree.

The whole idea started last summer when Bob Jensen, Minnesota Sigma Delta Chi, began his job as editor-in-chief. Jensen felt the *Daily's* readership wasn't anywhere as high as it should or could be. The paper is distributed five mornings a week in the post office box of each of the 27,000 University students. It costs each student fifty cents a quarter, and that sum comes out of his matriculation fee.

In spite of this convenient setup, several thousand copies of the paper either would not be picked up at all or would be dropped in the nearest waste basket. Another thing that convinced Jensen he wanted to make the change was a readership poll of the *Daily* conducted by a journalism survey class.

The results showed the most read section of the paper was a column written

CONCERN over readability has caught up with the *Minnesota Daily*, biggest of campus newspapers, and Thomas J. Foley, city editor, tells of his staff's experiments with "radio news style."

The *Daily* has used radio news writing manuals as a guide, a departure for a newspaper. The big-scale experiments in news copy readability conducted by the United Press and several metropolitan newspapers sought greater simplicity by way of plainer vocabulary, shorter paragraphs and greater "human interest" but were by no means aimed at imitating radio news writing as such.

Tom is a Naval veteran who returned to the Minnesota campus in 1946 after circling the globe as a radar officer on a heavy cruiser. In addition to city editing and covering the Minnesota legislature for the *Daily*, he has had experience on the staff of the *Daily Journal* in his native Devils Lake, N. D.

by the editor of the campus humor magazine. Next were the editorials. Third in line was the sports section, and the front page came out fourth.

EXPERIMENTING began during the summer. The *Daily* has been of tabloid size for seven years, lending itself to a circus type of make-up. This make-up was brightened up for all it was worth. Bold cutoffs were used to give the paper a horizontal effect. But the principal change came in the style of writing.

Reporters began to write stories and the city desk began to edit them as if they were going to be read aloud. Short words, short sentences and short paragraphs were put together in a conversational style. Colloquialisms were more than welcome if they told the story in a sharper, brighter way.

The summary lead was almost completely thrown out. In its place was substituted a simple direct statement setting down the most important fact in the story. The lead paragraph was cut down to an average length of 15 to 20 words.

For example:

"A six-week series of noon panel discussions on various religions will open Monday."

Subsequent paragraphs seldom had more than one long sentence or two short sentences each.

THE University's English department winced at the *Daily's* grammar. Rules were broken and on purpose. The only rule set up as iron-bound was that rules should be broken if it made for more forceful writing.

Verb phrases and even an occasional infinitive were split wide open. Prepositions could be found anywhere in the sentence, including the end if they told

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Better to Avoid Those "Typos"

Teach Proofreading, Printing Expert Urges

By ROBERT M. SMITH

THE old saying, "To err is human; to forgive, divine," is fine and noble—but schools and departments of journalism should paraphrase it to read:

"To err is human; to print your mistakes is poor newspapering and dangerous"—and then take immediate steps to establish competent instruction in proofreading.

My work as a teacher of printing and journalism and my side-line business as a newspaper consultant bring to my desk each week dozens of non-metropolitan papers from all sections of the United States.

These papers range from four-page weeklies with patent insides to the better small dailies—and seldom do I find one of them that does not contain typographical errors serious enough to present that paper to its readers and advertisers in an unfavorable light.

Basically, the trouble lies in the haphazard way such small papers delegate proofreading duties. Too often the task falls to the office girl or the cub reporter merely because their time is less valuable than that of more experienced staff members. And in some offices, there is no one person who has had any specific training in the art of finding errors.

THE remedy for the situation is for journalism schools and departments to assume the responsibility of providing personnel who can satisfactorily fulfill the duties of proofreader on the papers unable to hire full-time professional proofreaders.

This business of making sure that what is printed in a newspaper is correct is vi-

tally important. How foolish it seems for a publisher to install expensive printing equipment, hire well-paid printers and reporters and then have their efforts nullified by the appearance of errors that immediately subject their work to ridicule and their paper to "loss of face."

It is much like buying the best type available, spending good money for high-quality newsprint, purchasing a Speed Graphic and insisting on above-average engraving and then having that expenditure of money, time and ability ruined by doing a sloppy job of presswork.

It is obvious to the publisher how he suffers in the eyes of an advertiser when an error appears in that firm's ad. It is also painfully clear how disastrous it is for such a serious error to slip into print that a libel suit results.

While it is at the moment difficult to evaluate the effect of the garden variety of typographical errors such as mis-spelled names and garbled personals, the cumulative damage suddenly becomes apparent when he overhears someone say, "Oh, the Journal . . . they never get anything right!"

THIS constructive challenge to all those engaged in training journalistic workers is based on experience in news rooms of weeklies and dailies, composing rooms of all types of newspapers and in the classrooms of several colleges:

If you are concerned with the non-metropolitan field to any degree, teach your students how to read proof, for the chances are at least 50-50 that they will sooner or later be required to read proof—



Robert M. Smith

and their lack of training in that respect will loom large to their boss, their paper's readers and their paper's advertisers.

A carefully-planned proofreading class meeting two hours a week for a term or quarter can do wonders in equipping the journalism student for his battle with galley proofs if he is called on to read proof when he goes out on the job. A standard textbook, such as Lasky's "Proofreading and Copy Preparation" plus ample practice in actually reading galley proofs, will quickly drive home to the embryo newspaper man the importance of the work, and teach him the technicalities of the proofreading process.

It would be well for such instruction to be offered rather late in the journalism curriculum, preferably after the usual courses in news writing and news editing, as knowledge gained in these subjects will materially reduce the tremendous volume of information to be covered in a thorough proofreading course.

The journalism schools that institute such study will be doing a major service to publishers of small papers, and the long-time result of a general trend toward offering such courses will be to raise the standards of the journalism profession in one of its weakest phases.

Songwriter-Newsman Subject of Article

JOHAN M. HAGEN (Stanford '15), San Francisco newspaperman and songwriter, was the subject of a recent article in *Collier's*, "Ballads While You Wait." Written by Dean Jennings, the article told of Hagen's musical activities under the name of Sterling Sherwin. His work has included such collections as "Songs of the Roundup," "Western College Songs" and "Songs of San Francisco," the official songbook of the Golden Gate Exposition.

At Stanford Hagen edited the *Chaparral* and worked on the daily *Palo Alto Times*. He covered sports for the old *Los Angeles Record*, contributed to many newspapers and magazines and has had two plays produced and written a murder mystery. Today he syndicates a book column to some thirty west coast newspapers.

"EVER since I made my living reading proof for the Wheaton (Ill.) Daily Journal about 15 years ago, I've watched newspapers and magazine make themselves look foolish by their typographic inaccuracies. It's about time someone did something about it!" is the way Bob Smith explains this article.

Smith is instructor of typography and proofreading in South Dakota State College's printing and rural journalism department. His background includes practically every job there is in a weekly or small daily plant—front office and back shop. He became a member of Sigma Delta Chi while an undergraduate at South Dakota State and worked for several newspapers and printing companies before the war.

Then, after a hitch in the Navy, he went to Texas Technological College as superintendent of printing and filled the position of composing room superintendent of the *Eddy County News* in Carlsbad, N. Mex., just prior to returning to his alma mater as a member of the Printing Laboratory staff.

A side-line business as newspaper consultant specializing in the problems of small papers keeps his spare-time well filled.



JOURNALISM AUTHOR HONORED—Dr. Ralph J. Casey (left), director of the University of Minnesota school of journalism, is congratulated by William P. Steven (right), managing editor of the Minneapolis Tribune, after receiving the 1946 bronze medallion awarded him by Sigma Delta Chi as co-author of "Propaganda, Communication and Public Opinion." The award was made for the fraternity by Gerald Blizin (center), undergraduate chapter president.

Dr. Casey Receives SDX Medallion for Research

PRESENTATION of the 1946 award for research in journalism to Dr. Ralph D. Casey, director of the University of Minnesota school of journalism, was made in December at a campus dinner attended by 80 Twin City newspapermen and student members of Sigma Delta Chi.

Also honored was Gideon Seymour, executive editor of the Minneapolis *Star and Tribune*, who received a special citation certificate for editorial writing in the fraternity's national judging. William P. Steven, *Tribune* managing editor, accepted the award for Seymour, who was unable to be present.

Casey and two co-authors each received the journalism research bronze medallion for their book, "Propaganda, Communication and Public Opinion." Sharing in the award were Harold D. Lasswell, Yale university professor of law, and Bruce L. Smith, military government expert stationed in Germany.

The trio also won the research award of Kappa Tau Alpha, journalism scholastic fraternity.

Thirty-three student members were initiated at ceremonies preceding the dinner.

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Joint Initiation on U. of I. Campus

THE Central Illinois professional chapter and University of Illinois undergraduate chapter of Sigma Delta Chi added 16 new members at a joint initiation ceremony on the Illinois campus in mid-December.

The initiation was followed by a dinner sponsored for the two chapters by the undergraduate group. The speaker was Willard S. Hansen, civic editor of the *News-Gazette* in Champaign-Urbana, Ill., home of the university. Fifty-three attended.

Hansen, formerly with the international information section of the State Department, spoke on the American information service, its work and problems.

Special guests at the dinner were Doctor Frank W. Scott of Urbana, first head of the UI journalism division when it still was a part of the English department; Jack Shelley, news director, WHO, Des Moines; and N. N. Luxon, assistant to the president of Ohio State University and former journalism professor. The latter two were on the U. of I. campus as mem-

bers of the subcommittee of the accrediting committee, American Council on Education for journalism, to inspect the school of journalism.

Professional chapter initiates were Donald E. Brown, assistant professor of journalism at Illinois; Phillip A. Spradling, instructor in journalism, and Robert M. Pockrass, assistant in journalism.

Brown formerly was news editor of WHO, Des Moines, and also taught at the State University of Iowa school of journalism. Pockrass has worked on newspapers in the east. Spradling for several years has been associated with WILL, University of Illinois radio station.

Publisher Heads New York Chapter

BERNARD H. KILGORE (DePauw '29), publisher of the *Wall Street Journal*, was elected president of the New York City professional chapter of Sigma Delta Chi at a recent meeting in the McGraw-Hill Publishing Company auditorium at which three professional members were initiated.

Other chapter officers for 1947-48 are Oliver S. Gramling (Columbia '27), assistant general manager of the *Associated Press*, and Eric Brandeis (Penn State Professional '42), author of "Looking at Life" for King Features, vice-presidents; John A. Crone (Columbia '23) of Young & Rubicam, secretary, and Earl Ewan (DePauw '22), U. S. Steel Corporation, treasurer.

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AUTHOR AT WORK—M. N. Beeler looks over the manuscript for this article at his roll-top desk in the editorial offices of *Capper's Farmer*, of which he is associate editor.

AGRICULTURE gets top play in the *Paris News*. Its story is told on the front page, the back page, and any page between, of that North Texas daily. In special editions, in streamer headlines, in pictures, in editorials, in columns and departments, in "dog ears" and fillers, *The News* has been sparking better agriculture for nearly 20 years.

It's because A. G. Pat Mayse, publisher, says agriculture is big news—the biggest news any paper can print. Why? Because:

1—Food is the toughest problem of this quarrelsome world. Men must make peace with their bellies before they can make peace with one another. So agriculture holds universal concern.

Things that make the daily headlines—crime, accidents, strikes, floods, drouth, disasters—soon pass and are forgotten. But another hunger is born every day. The hanker for food goes on and on. So interest in agriculture is perpetual.

2—In a farming country agriculture is the life of the community. Money on Main Street makes a town tick. Farmer income puts that money there.

Says Pat Mayse: "When the farmers have money, the merchants have money and I have money. Farmer spending power makes better living for everybody in the community."

WHEN Mayse bought the *News*, Lamar county was cotton country. Farm income wasn't dependable. Business went up and down with the price of staple. So did advertising. Besides, land was getting poorer. There was no future for farmers, for business nor for *The Paris News* in a washed-out, cropped-out fertility.

The *News* set out to cure Lamar County of its one-legged farming. After 20 years, results show up in widespread soil

saving practices, in good pastures, greater feed production, improved livestock, higher crop yields, diversified enterprises, bigger farm output and better living.

In dairying the increased value of product has been steady and pronounced. Local plants paid farmers \$330,000 for milk and cream in 1930. In 1935 the amount was up to \$410,000; in 1940, \$700,000; in 1941, \$740,000; in 1942, \$815,000; in 1943, \$860,000; in 1944, \$1,010,000; in 1945, \$1,250,000; in 1946, \$1,600,000.

In a farming community farm news is the big story, even for a daily newspaper. Farms mean food and food has kept the world's diplomats shuttling back and forth ever since V-E Day. A. G. Pat Mayse (no quotes on the Pat) knew this twenty years ago and used his *Paris (Texas) News* to help turn a "cottoned-out" area into a land of milk and beef, fruit and vegetables. Everybody benefitted, including the *Paris News*.

M. N. Beeler, associate editor of *Capper's Farmer*, tells how Mayse played better farming from the "ears" at the top of Page 1 to pictures, special editions and contests, with results that show all over his circulation field. The author knows his farming as well as his newspaper work and has little faith in the farm journalist who enters the field without a thorough background in agriculture.

Reared on a Southern Indiana farm, he took a B. J. degree at the University of Missouri in 1914 and followed it a year later with another in agriculture. After working as an agricultural editor for two state universities, Florida and Missouri, he was successively editor of the *Farmer and Stockman* in Kansas City, associate editor of the *Iowa Homestead* and the *Wisconsin Farmer* and editor of the *Kansas Homestead*.

In 1924, while associate editor of the *Kansas Farmer* at Topeka, he took time out for a master's degree at Kansas State College, where he was elected to Sigma Delta Chi. He has been associate editor of *Capper's Farmer* since 1926, a post that takes him into the field in some twenty states. His many articles on his field include several for *The Quill*.

Texas Editor

Finds His Big News On the Farm

By M. N. BEELER

Even in 1937 the change in Lamar County farming was evident. The late A. I. Edmiaston, then county agent, recounted progress during the preceding 10 years. Hereford cattle increased from 100 to 8,000; sheep from 147 to 4,500; improved pastures from nothing to 100,000 acres.

Number of dairy cattle hadn't gained much but better feeding, breeding, pastures and care were making enough milk to supply a creamery and a cheese factory.

EDMIASTON had shepherded a group of twenty-five local farmers and businessmen on a pasture tour into Mississippi. Eighteen of them began building pastures and Hereford herds when they got home. By 1933, 6,647 acres of permanent pasture had been established. Two acres of that better pasture would support a cow compared with 20 acres of the old kind.

Thousands of cottoned-out acres were earning no money. Yet many similar acres, cleared of brush, treated with lime and fertilizers, protected by terraces, were turning off one Hereford feeder calf apiece every year. At the time, those calves were worth \$35. It is doubtful if any acre of that land in any year of its cotton history ever had put that much cash on the main streets of Paris.



EDITOR PLOTS CAMPAIGN—Texas publisher A. G. Pat Mayse (right) discusses a "Fruit for All" picnic with E. M. Trew (left), county extension agent, and Dan Bills, "Ramblin' Round" reporter for Mayse's *Paris News*, a daily which puts farm news first.

The program Edmiaston outlined was about like that of other counties in Texas and elsewhere. But his results were different.

"How did you put it over?" he was asked.

"Well," said Edmiaston, "in the first place, Pat Mayse assigned a reporter to follow me around. He wrote what he saw and heard. In the second place, we got the backing of good farmers and local businessmen. But come to think of it, maybe the paper did that, too."

So Pat Mayse had no magic formula. He just harnessed himself and his paper to the programs which extension and other agencies were working on. The same opportunity has been dangling before country newspaper doors ever since the Smith-Lever law went into effect 33 years ago.

THE editor or publisher who wants to take advantage of that opportunity can forget about "helping the farmer," about boosting "a good cause," or about uplift and charity. He can tie into the program and help himself. It's the money on Main Street that also makes the local newspaper tick.

An editor, working with the established agencies for better farming, can revolutionize the agriculture of his community within 10 years. (See *The QUILL* for May, 1938, page 8.) That notion was expressed to the dean of a great agricultural college 15 years ago. He was scornfully skeptical.

The Land Grant colleges, he said, hadn't been able to do that in a couple of generations.

Well, Pat Mayse has shown the way. When his *Paris News* took hold of the extension program it began to move. It went faster and farther than it ever had gone before. In fact the agriculture of Lamar County has been made over twice in 2 decades—once before and once after 1937.

The *News* first started plugging for cows and chickens. Then it sponsored a farmer-businessman tour of southwest Missouri and northwest Arkansas. The group talked with merchants and dairymen, bankers and poultrymen about the steady incomes and better business in those communities. They went home and raised \$100,000 to establish a dairy plant.

But before the subsidy was paid over, one of the big packers moved in to build a sour-cream butter factory and poultry plant. The \$100,000 was returned to contributors.

The new market stimulated dairying and poultry raising. But still the community and the land needed a whole milk outlet. Businessmen bought enough stock to permit expansion of a small plant, and dairying got another boost. Today the Lamar Creamery is distributing whole milk, ice cream mix, condensed milk and other products. Surplus over local consumption is going to communities where agricultural development has not been so well sparked.

THE dairy business in Lamar county, as in other parts of Texas, depends primarily on Jersey cattle. After the war got under way it looked like the industry would shift away from the old butter-fat standard to a whole milk standard as a market base.

Mayse, thinking ahead as usual, foresaw need for establishing a milk breed. So businessmen bought a carload of Holsteins and put them out under a lend-lease arrangement. Farmers got the milk in return for feed and care; owners got the increase (calves) as interest on their cow investment.

Dairymen liked the big cows and the big milk checks. Before long they were going to Wisconsin and Minnesota for more Holsteins. The Lamar Creamery had set up a demonstration herd which developed to 80 or 90 head, and had lent breeding bulls to farmers. When the herd was auctioned a few months ago, most of the cattle went to local buyers.

Cattle quality was as important as cattle numbers to a stable dairy business, Mayse reasoned. The *News* started plugging for better bulls and an artificial breeding association. After the organization was formed it set up headquarters at the Paris Junior College farm. The *News* previously had helped raise funds for the 90 acre tract as a memorial to former students who died in the armed services.

Possibility of a feed shortage loomed as livestock numbers increased. To stim-

[Continued on Next Page]

Farm News His Big News

[Concluded from Preceding Page]

ulate interest in restoring the balance. The *News* put on a feed-growing contest. War bonds, totaling \$1,000 maturity value, were awarded farmers who did the best job of increasing their supplies.

Hybrid corn promised another way to boost feed-grain production. It would yield 10 to 20 per cent more than the open pollinated kind. Mayse set his farm reporter, Dan Bills, on that job. A straight news campaign, without contest, was hammered on for two years. In that time hybrids proved their worth and expanded on their own merits.

Another feed growing program was pasture improvement. The goal was set at one acre to a cow. But cattle can't graze without drink. A water campaign was necessary. During the last five years 800 to 1,000 ponds have been built. Some farmers preferred wells but didn't want to risk a dry hole. B. B. Harlan, head of the creamery, hired a drill rig. If it got a good well, the farmer paid; if not, Harlan footed the bill.

SOIL fertility is the basis of any sound farming program. Mayse always has preached soil conservation. But two years ago he launched a 12-month "revival" on soil saving and fertility building. After reading Louis Bromfield's "Pleasant Valley," he decided more people ought to know the book. So he and a few business men bought 100 copies. The *News* served as circulator. Readers were invited to say what they thought of the book in columns of the paper.

The *News* brought Mrs. Herbert Emery from Dallas to review the volume. Finally Bromfield himself came to Paris for a speech. The original goal of 1,000 readers was exceeded.

Soil conservation became a standing assignment for every member of the *News* staff from Robert L. Vickery, managing editor, down to the newest cub. The paper's slogan was "Help Save This Soil of Ours." In place of the usual syndicated fillers, the editor used comments on soil conservation. Demand for these fillers became so great that he printed more than 100 in booklet form and sent them to newspapers, railroads, chambers of commerce and other agencies.

"DOG ears" set at the left of the paper's title line quoted local people in terse comment on soil conservation. Here are samples:

"If you land owners can't do it, give my boys a chance to save your soil.—Dixon Shelton, Vocational Agriculture teacher."

"Improving old pastures and making new pastures are among the best things Lamar county has done in recent years.—Bill Musgrove."

"The man who said make two blades of grass grow where but one grew before, evidently never heard of Johnson grass.—J. P. Maxwell."

"Where there's good land, good people will come.—Roy Johnson."

Final result of the campaign was a county soil improvement council to continue the movement.

That year, 1945, the Associated Press Newspapers of Texas gave their community service award to The *Paris News* for its soil conservation program. Last spring the Fort Worth Star-Telegram gave its award

for the paper which does the best job with agricultural news, to the *News* for the year which ended May 15, 1947.

THE Denison dam across the Red River revealed another agricultural possibility to Mayse. The project protected a long downstream stretch of fertile land from flood. "That valley is 30 miles wide and 160 miles long," said Mayse. "The dam has added 2 million acres to our farming area."

The *News* began talking vegetables before the dam was finished. An estimated 1,000 cars of tomatoes were shipped out of the region last spring. Four thousand acres of cucumbers were planted in Lamar County. Sweet potato processors are contracting acreage in the valley. Last year the first purple-hull blackeye peas were harvested for canning. The Red River Truck Growers Association has been organized to foster the development.

Last spring the *News* started a "Fruit for All" campaign. Packaged trees in car-load lots were contracted to be sold to local home owners, farmers or townsmen, at lost. Order taking was opened at a picnic in W. A. May's orchard near Bairdstown, July 3. Deliveries will be made early in the new year.

On this project Mayse said he didn't intend to make a cent. But the *News* would spend \$1,500 getting the home fruit gardens under way.

The Paris Chamber of Commerce maintains agricultural and educational committees. To them the *News* gives as much space as it does to the campaigns it originates. Among their projects were the development of the creamery, introducing Holsteins, sponsoring the Lamar District Fair, the dairy show, and the beef-cattle expansion. In May the committees had a pasture field day with a cotton insect control demonstration as an added feature. Now they are working on a broiler-raising campaign.

MAYSE works every agricultural agency in the community to provide regular features. Miss Frieda Leewright, associate FHA supervisor, writes a department under the heading, "Food and Home Notes." M. U. May, former county agent, wrote a column called "Down the Furrow." E. M. Trew, his successor, has been on the job only a few months, but Mayse in making plans to put him to work on a column.

One of the most popular features was "Around the Farm Home," by Frances Arnold, former home demonstration agent, but Texas A. and M. College hired her away from the county. The latest department is a poultry column by Andy Reid, produce manager for the local Swift plant, under the signature of Barnyard Bill.

Then there is Dan Bills' own column. His beat is Lamar and adjoining counties. Once a week he comes in and dictates from his notes to Mayse at the typewriter. The column is run under a standing head, "Ramblin' Round."

Every January the *News* prints its platform for community improvement. For 1947 there were 24 planks. First on the list was the fruit growing program. The sixteenth called for continued development of dairy, poultry, swine, beef, truck

and crop production. The seventeenth plank declared for "conservation and improvement of our greatest asset—the soil."

Pat Mayse keeps a scrap book. It was started even before he went to Paris. "Some of the clippings are 30 years old," he said. "And I find on going over them that my theme song then was about the same as now—the importance of land and its produce."

Students Hear Curtis Executive Talk Magazines

TO succeed in the magazine field you must invest your years in obtaining writing experience, E. Huber Ulrich, assistant to the president of the Curtis Publishing Company, recently told journalism students at Syracuse University.

"You must acquire maturity of outlook. In this work you will be dealing with people and you need an intimate knowledge of them," Ulrich, who also serves as public relations director with Curtis, declared.

Discussing the vocational aspects of magazine work, he emphasized the extensive background that is required before one can be considered for important positions. It is the quality of the writer's work, he said, that determines the rate at which he will advance.

"Today," Ulrich stated, "there are more opportunities in agricultural publications than elsewhere. Chances for rapid advancement are also good in advertising and circulation, both of which are important phases of publishing. All of the work of the editorial department," he continued, "becomes useless when it never reaches the readers or if there is no advertising to pay the bills."

Using examples gleaned from more than 20 years of experience in the magazine field, Ulrich warned that students cannot step directly from college to responsible positions because the relative smallness of the field results in bitter competition. The smaller magazines and newspapers, he said, are the training grounds for the future high-salaried executive.

Ulrich was one in a series of speakers from the magazine field brought to Syracuse this semester to speak to students in the newly organized magazine practice department of the School of Journalism.



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Campus Daily Uses Radio News Style

[Concluded from Page 5]

the story more clearly there. Contractions were much in evidence.

Words and expressions not common in everyday conversation were thrown out, while words and expressions seldom seen in newspapers but common in ordinary conversation were introduced. The only criterion was that the words add punch and clarity to the news story.

The transition to the radio style didn't come overnight. The summer school staff worked hard on it for a long time. Gradually, towards the end of the summer, the paper began to approach the goal. The city desk was doing less and less rewriting because reporters were turning in better copy. The writing was sharp.

With the beginning of fall quarter, however, the situation changed. The paper jumped from the four pages of the summer session to eight and twelve pages. There were more classes and therefore less time to do the job. The city desk had to spend more time breaking in a flock of new reporters and less time re-writing stories to conform to the desired style.

As a result, the quality of writing fell considerably. It started climbing back up again only after the first four or five weeks of publication.

ABOUT the first questions critics of the idea raise are, "Aren't you writing down to your readers?" and "Aren't you underestimating the intelligence of your readers?"

The *Daily's* answer to both of these is that it feels it is doing a service to the readers by making the reading as easy as possible. The paper realizes students haven't much time for reading newspapers. Anything that speeds the process will help. And by speeding it, the editors hope to encourage it.

Three principal sources advocate this type of writing. The "Bible" for the *Daily* is Rudolph Flesch's "The Art of Plain Talk." Flesch develops a formula for writing so that the majority of your readers will understand you.

It involves (a) the use of proper names and personal pronouns whenever possible, (b) using short simple words instead of those with several affixes and (c) cutting down the length of sentences.

The formula was applied to the paper, and the sections with the highest readership under the readership poll also made the best marks for readability.

The other two sources are the *United Press* radio news style book and Paul White's "News on the Air." Both of these preach the Flesch line, but for radio news. The idea is to make writing conversational so that it may be read easily over the air. The *Daily's* idea is to adopt these three so that the writing may be read easily.

All except two columns on page two of the *Daily* are given to campus news. In these two columns is a summary of world and national news. Eight and a half hours of *United Press* wire are condensed, boiled



CHAPTER CITES PUBLISHER—Louis Spilman (left), editor and publisher of the *Waynesboro News-Virginian*, is congratulated by undergraduates from the Washington & Lee University chapter at the opening of his model new publishing plant. The others, from left to right, are Walter B. Potter, Frederick Loeffler and Frederick Holley.

THE Washington & Lee University chapter of Sigma Delta Chi issued a formal citation praising Louis Spilman, a professional initiate of the chapter, at the recent dedication of the new plant of his *Waynesboro News-Virginian*. He served as a visiting professor at the university's journalism school last year. The citation commented:

"In a time of great economic and social change, much of which seems to threaten our cherished freedom of the press, it is especially courageous for the editor of a small daily newspaper in a small city to expand. . . . By doing so, he

is re-affirming his faith in the democratic concept of freedom of the press. . . ."

The plant is modern and functional with equipment such as photographic and photo-engraving departments rare in small newspaper shops. The *News-Virginian* came into being in 1929 after the merger of earlier newspapers and has been a consistent state prize winner for excellence of writing, front page display and typography.

Mr. Spilman, a former president of the Virginia Press Association, represented his state's entire press at the Bikini atomic tests.

down and rewritten into what would take about eight minutes to read aloud.

And yet no more readership surveys have been held. The only indications of success are that adverse comments about the *Daily* have dropped and that more *Dailies* are being picked up in the post office boxes.

Writes War Period Story of a Town

DEAN H. Ashton (Columbia '23) is the author of "Be It Every So Humble," a book using material first printed in the "Hopewell News," a home-issued news letter which told the story of the New Jersey town of 1,700, during the war period. Issued for both Hopewell men in service and for those at home, the *News* ranged from home front gossip to overseas stories of men in combat.

Formerly on the staffs of the *Camden Post-Telegram* and *Trenton Times*, Ash-

ton is now acting secretary to the unemployment compensation commission of New Jersey. His book, privately printed, is one of the first such records of its kind.

Louis E. Johnson (Missouri '46) has been named managing editor of the *Pittsylvania Tribune*, published at Chatham, Va. A former Naval lieutenant, he was feature editor for the *Mock-Up*, navy publication at Fort Pierce, Fla., and president of the Missouri chapter of Sigma Delta Chi.

Samuel C. Pace (Dallas Professional '47) has been named assistant to the president of the St. Louis-San Francisco Railway, for public relations. A former regional public relations director for American Airlines, he is a graduate of the Columbia graduate school of journalism and reported on the *New York World and Herald-Tribune*. He served with the rank of major during the war as a PRO with the Ordinance Corps.

THE BOOK BEAT

By DICK FITZPATRICK

ONE characteristic of the postwar world has been an increased number of books dealing with mass communication. Consequently, from time to time, this column must sacrifice completeness for extensiveness. There are also many books relating to fields in which the journalist spends much of his time and are worthy of mention for that reason.

Many a reporter covers the courts which is the subject of a very excellent book by Professor Curtis D. MacDougall (Wisconsin Professional '32) of Northwestern University. "Covering the Courts" (Prentice-Hall, Inc., New York, \$7.00) won for its author a 1946 Sigma Delta Chi citation for research in journalism.

This 713 page book traces the development of the law and then goes into detail on civil, criminal and appellate law. The book is characterized by clear writing and practical illustrations. It is recommended reading for all journalism students who intend to be reporters and would prove interesting to many experienced in court reporting.

Two other recent books fall in this latter category. They are William Seagle's "Men of Law: From Hammurabi to Holmes" (Macmillan Co., New York, \$5.00) and Arthur Nussbaum's "A Concise History of the Law of Nations" (Macmillan Co., New York, \$4.50).

Seagle, assistant solicitor of the Department of Interior, gives interesting sidelights on the lives of fourteen of the great legal minds of all time. In addition, he discusses their contribution to the field. Even if one is not particularly interested in the law, this indexed, 391-page book is interesting reading.

Professor Nussbaum of Columbia University traces the development of legal systems as they are known in the world today. Even though it is more extensive than Seagle's book and contains more information, it too is very readable and interesting.

A handbook for any journalist's library is "A Bibliography of Law on Journalism" (Columbia University Press, New York, \$3.25) by Professor William F. Swindler (Missouri Professional '38) of the University of Nebraska's school of journalism. The book contains a 20-page introductory note on legal literature of the field which is followed by an 1154 item bibliography and index.

One way to make sure you stay out of libel suits is to study Philip Wittenberg's "Dangerous Words: A Guide to the Law of Libel" (Columbia University Press, New York \$5.00). This very excellent book contains thirteen chapters discussing every aspect of libel, including defamation by radio.

A very novel appendix to the book is a 27 page list of terms which have been judged libelous, arranged according to the type of person who is libeled, plus the year in which the action took place, the state which ruled on the case, and a summary of the language which was ruled libelous. It also contains a list of important court cases dealing with the subject. Without reservation, it is a must for the newsmen's book shelf.

Writing and Editing

ROBESON BAILEY in "Techniques in Article-Writing" (D. Appleton-Century Co., New York, \$3.00) uses articles of fourteen successful writers to show how it's done. Each of the thirteen articles is prefaced by the writer's comments.



write a worthwhile and valuable book "Blueprint for Public Relations" (McGraw-Hill Book Co., New York, \$3.50). While it is admitted that the authors have selected a difficult job for themselves, they have performed very well indeed. The book on the whole is realistic and sensible.

"Blueprint for Public Relations" in 355 pages gives one of the most complete pictures of this very important field that is available in book form. In a chapter on "minimax" relations, which means minimum negative and maximum positive public relations, the authors have covered every possible PR angle. Another ex-



TWO AUTHORS—Curtis D. MacDougall (left) and William F. Swindler are Sigma Delta Chi authors of books reviewed in this issue.

The teacher then comments on general subjects of article writing and special problems raised by the particular type being considered. The book would be helpful for self instruction.

A new edition of a standard journalism text "Editing the Small City Daily" (Prentice-Hall, Inc., New York, \$4.25) has recently been issued. In it, Professor Robert M. Neal of the University of Missouri faculty uses a light and easy style to discuss editing, which is often dull in textbooks.

Many a young man in journalism has been known to write verse. Since he insists on inflicting torture on his friends, he might improve the product by looking at Richard Armour's "Writing Light Verse" (The Writer, Inc., Boston, \$2.00). The book discusses the subject completely in its 123 pages and even tells the reader how to sell light verse.

Another and more profitable pastime of many journalists is short story writing. Mauren Elwood in "Write the Short Short" (The Writer, Inc., Boston, \$3.50) discusses all phases of this particular type of story, including its adaptation for screen, stage and radio. It includes eleven examples of published stories with analyses. There is a great deal of worthwhile material in this 348 page book.

Public Relations

TWO Dallas public relations men, Dwight H. Plackard (Dallas Professional '44) and Clifton Blackmon (Missouri '27) have combined their talents to

cellent chapter in the book is on the mechanics of publicity. For anyone interested in entering the field, "Blue print for Public Relations" should be studied.

W. Emerson Reck (Nebraska Professional '38), director of public relations for Colgate University, is the author of "Public Relations: A Program for Colleges and Universities" (Harper & Bros., New York, \$3.00). The book (286 pages) covers everything from relations of the PR man with the faculty to how the telephone is answered throughout the University. It's a good job, and it is hoped that colleges and universities will follow Reck's advice.

Books About Books

MOST book lovers will thoroughly enjoy Herbert F. West's "The Mind on the Wing: A Book for Readers and Collectors" (Coward-McCann, Inc., New York, \$3.50). The book contains nine essays, several of which are primarily bibliographies. The first chapter contains seventeen rules for beginning book collectors. The author includes an excellent 45 pages essay on the most significant books written during the war and concludes with a list including comments of his 100 favorite books.

P. H. Muir, in "Book-Collecting as a Hobby" (Alfred A. Knopf, New York, \$3.00), tells how to collect books with advice from what to collect to how to read a bookseller's catalog. Mr. Muir even tells you how to judge a first edition and how to judge value in rare books.

Nebraska SDX At McGill as Rotary Fellow

JACK E. CRESSMAN (Nebraska '47) is attending the graduate school of McGill University at Montreal to prepare himself further for coverage of international news. He is one of nineteen Rotary International fellows granted a year's study in a different country in the furtherance of international goodwill.

A journalism graduate of the University of Nebraska last June, Jack was news editor of the *Daily Nebraskan*. He also worked as sports editor of the *Journal* in his home town of Fairbury, Neb.

The Rotary fellowships are granted to outstanding male graduates of universities in various countries who possess a speaking knowledge of the language of the country in which they propose to study. The awards provide a year's residence with grants that range from \$1,800 to \$2,900.

At present students from Belgium, China, England, France, and Mexico are at American universities and American students are attending universities in Europe, Latin-America and the Near East. A unique feature is the opportunity to visit the homes of Rotarians in other countries and to enjoy their guidance.

Ramon Cortez (Minnesota '45), who studied at the University of Minnesota under auspices of the U. S. State Department, is now editor-in-chief and president of the board of directors of *La Nacion*, of Santiago, Chile, second largest paper in the South American republic.

Dr. Raymond W. Pence (DePauw Professional '23), head of the English department at DePauw University, is the author of "A Grammar of Present-Day English," just published by Macmillan & Co. The book, dealing with English as it is spoken and written today, is intended for the reader who has had little or no experience with formal study of grammar. Dr. Pence is James Whitcomb Riley professor of English literature at DePauw and advisor to Sigma Delta Chi's mother chapter.

James Etzell (Minnesota '46) is publisher of the *Moose Lake Star-Gazette*, Minnesota weekly.

Wilbur Elston (Minnesota '34), news editor of the *Minneapolis Tribune*, was one of a group of American newspapermen who toured Germany last month under the auspices of the American Military Government.

John Burnham (Wisconsin '26), has left the *Fargo (N. D.) Forum*, where he has been a reporter and special writer, to be executive secretary of the North Dakota Dairy Industries Association.

Medill Issues New Handbook on Radio News

A HANDBOOK for the writing and editing of radio news, the first of its special type, has just been published by the Medill school of journalism of Northwestern University. It is available to both radio news personnel and students and faculties of schools of jour-



Jack E. Cressman

nalism.

Entitled "Radio News Handbook," the 64-page volume was prepared by Baskett Mosse, assistant professor of journalism who is also a director of the Chicago Radio Correspondents Association. Prof. Mosse formerly was news editor and writer in Chicago for the National Broadcasting Company.

"News directors, editors, writers and teachers of radio journalism will find the Radio News Handbook a practical man-

ual for the 'working' radio newsman," Kenneth E. Olson, dean of the Medill school, said of the new volume. "It is written to be used in the day-to-day operation of the modern radio newsroom."

"This is not a textbook; this is down-to-earth 'how to' information in handling radio news. It was developed as a working manual for Medill's broadcasting courses, and will be just as useful in any radio newsroom."

The handbook contains data on tested techniques, with numerous examples taken from actual broadcasts. The handling of wire recorded news events for insertion into news programs is discussed for the first time, since it is a comparatively new technique.

Throughout the handbook, Prof. Mosse emphasizes the importance of rewriting and careful editing in the preparation of all news programs. The volume is explicit in its coverage of all phases of radio news presentation, from the preparation of copy to pronunciation, timing and delivery.

"It is not the purpose of the handbook to encourage standardization or rigidity of radio news techniques, or to appear overly dogmatic," Prof. Mosse writes in his foreword. "But it is hoped that the methods suggested will facilitate a more efficient and intelligent handling of the news."

The manual costs \$1.50 and may be obtained from the Medill school.

Gerald F. Perry (Missouri '20) former newspaperman and publicist, has opened his own agency, Perry Advertising, in Dallas, Texas.



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Chapters

[Continued from Page 7]

Initiates were Frederic A. Birmingham, managing editor of *Esquire*; Stanley A. Knisely, executive vice-president, Associated Business Papers, and John W. McPherrin, editor of the *American Druggist*.

Penn State Honors Three Newsmen

THE Pennsylvania State College chapter of Sigma Delta Chi has grown to twenty members, one of largest rosters in chapter history, with the initiation recently of six undergraduates. At the same initiation three professional members were taken into the society.

Professional initiates are Royal Daniel Jr., managing editor of the Pittsburgh *Sun-Telegraph*; J. E. Holtzinger, general manager of the Altoona *Mirror* and Joseph Zerbey III, publisher of the Pottsville *Republican*.

The chapter at present is engaged in publishing "Who's Who in the News," a directory of campus leaders. Cooperating in the venture is the women's journalism group, Theta Sigma Phi.

President of the chapter is Joseph Rudick. Other officers are William Reimer, vice president; Ben French, treasurer; and James Strupp, secretary. David Adelman and Rudick are co-editors of "Who's Who in the News."

Portland Chapter Hears of Seminar

A REPORT on a 3-week journalism seminar for managing and news editors at Columbia university in New York City was made to the Portland, Oregon, professional chapter recently by Dave Eyre, (Oregon '34), assistant news editor of the *Oregon Journal*.

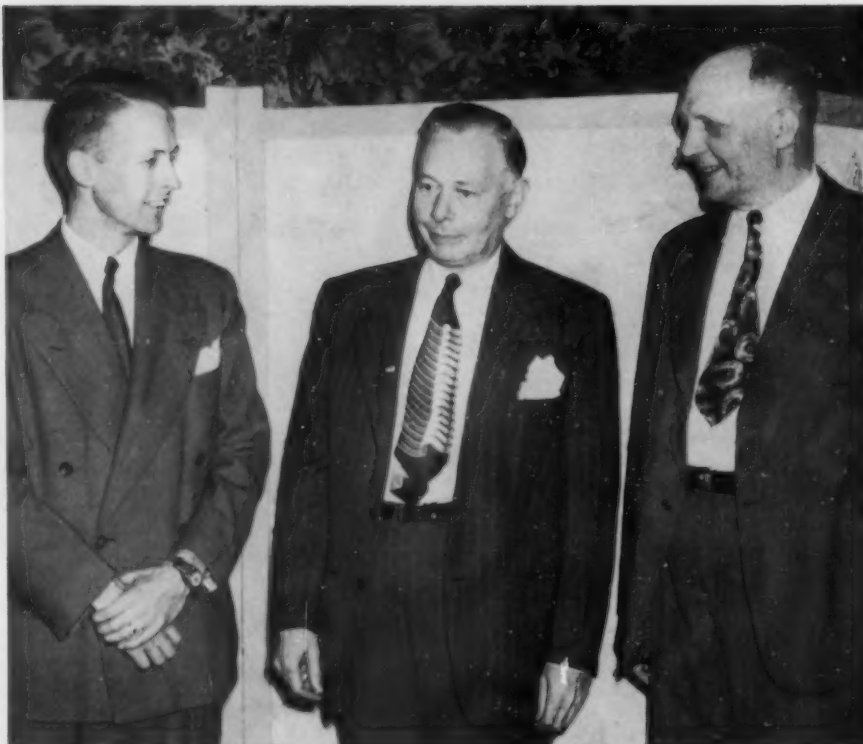
Eyre, who is vice president of the chapter, stressed the need for better writing in newspapers and said that Bob Gunning, noted readability expert, pointed out that the average newspaper is harder to read than such magazines as *Harper's* and the *Atlantic Monthly*.

Paul Ewing, Oregonian reporter, chairman of the professional affairs committee, opened discussion of a proposal to present awards for professional excellence in journalism in Oregon. Chapter President Richard Syring instructed the committee to present at the next meeting a tangible program for selecting award winners.

Austin Gets Look Behind Iron Curtain

THE Austin professional chapter heard Jack Guinn, *Associated Press* correspondent whom the Russians forced to leave Hungary, speak at a meeting in December. He discussed newspaper coverage behind the "Iron Curtain."

Guinn formerly worked for the *Austin American-Statesman* and for the *International News Service* in the Texas Capital. He went to Dallas with the *United Press* and served the *UP* in India before taking the *AP* assignment which led to Hungary.



NEWSPAPERMEN ELECTED—Three leading Pennsylvania publishers and editors were initiated recently by the Pennsylvania State College Chapter of Sigma Delta Chi. Left to right—Joseph Zerbey III, publisher, Pottsville *Republican*; Royal Daniel Jr., managing editor, Pittsburgh *Sun-Telegraph*, and J. E. Holtzinger, general manager, Altoona *Mirror*.

Industrial Editors To Hold Institute

"NEW Horizons in Editing" will be the theme for the fourth annual institute to be held by the Industrial Editors Association of Chicago and the Medill school of journalism on Northwestern University's Chicago campus February 18-20. Speakers will include William L. Chenery, publisher of *Collier's*, John H. VanDeventer, former editor of *Iron Age* who is now director of information for the Committee on Economic Development, and Gerry Swinehart, president of Carl Byoir Associates in New York.

Trade Journal Editing Added to Temple Study

TO meet the increasing need for well-trained writers to fill editorial positions on management publications, the Temple University department of journalism has added a course in trade and technical publications to its curriculum.

Realizing that management must keep its employees well-informed of its plans and policies in this critical era of employer-employee relations through the medium of well-edited publications, the Philadelphia school has taken steps to supply the trade publication field with specially-trained workers.

Henry E. Birdsong, head of the Temple journalism department, announced that Robert D. Breth has been added to the staff to teach the new course. Breth, for-

mer assistant director of public relations of the Fleetwings division of the Kaiser Cargo company, is well known as an industrial editing consultant.

A well-balanced course has been mapped out which aims to turn out workers equipped to perform all types of jobs on management publications. Temple students will be shown the need for such publications and will be given instruction in writing style, advertising, makeup and layout and other techniques necessary to turn out a trade newspaper, magazine or handbook.

W. W. Loomis Dies Of Heart Attack

WILLIAM W. LOOMIS, nationally known weekly newspaper publisher and former honorary president of Sigma Delta Chi, died of a heart attack aboard a suburban train in the Union Station in Chicago in December. He had been president of the LaGrange Publishing Company, which publishes five newspapers in western suburbs of Chicago, since 1905. He was 71.

A native of Iowa and a graduate of the University of Iowa, he came to the Chicago area after editing papers in Iowa City and other towns. He headed the National Editorial Association in 1937, the year in which he served as national honorary president of Sigma Delta Chi, and had been president of the Illinois Press Association and other newspaper groups.

At the time of his death he was NEA-weekly newspaper representative to the United Nations Educational, Scientific and Cultural Organization. He had long been a leader in the Headline Club, Chicago professional chapter of Sigma Delta Chi.

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